AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer-implemented method ~~executed by a computer~~ of determining an economic impact of business policies, comprising the computer executing the steps of:

a) providing player definitions defining a plurality of players and an associated set of rules defining a possible decision space, a decision-making process tree, an information set, an outcome function, and a payoff function for each player;

b) translating the player definitions into at least one codified script; and

c) executing the at least one codified script, wherein a result of the outcome and payoff functions at the end of execution of a script stage determines the economic impact of the business policies defined by the rules.

2. (Original) The method of claim 1 wherein the players are exclusively human.

3. (Original) The method of claim 1 wherein the players comprise a combination of human and automated players.

4. (Previously Presented) The method of claim 1 further comprising the steps of:

d) modifying the associated set of rules for one or more players; and

e) repeating steps b)-c) according to the modified set of rules.

5. (Previously Presented) The method of claim 1 further comprising the step of:

d) providing calibration data for the defined players based on empirical sales information, wherein the at least one script is generated in accordance with the player definitions and the calibration data.

6. (Original) The method of claim 1 further comprising the steps of:

d) providing a plurality of scenarios defining variations on the set of rules associated with one or more players, wherein step c) further comprises the step of generating scripts corresponding to the player definition variations.

7. (Previously Presented) The method of claim 1 wherein the at least one script is compiled on the fly during execution.

8. (Previously Presented) The method of claim 1 wherein the at least one script is compiled in its entirety before execution.

9. (Previously Presented) The method of claim 1 wherein the set of rules associated with at least one player defines at least one business policy from the group comprising: advertising policy, sales policy, returns policy, rebate policy, minimum advertised price policy.

10. (Previously Presented) An apparatus for determining an economic impact of business policies, comprising:

a) a business process definition module for providing player definitions defining a plurality of players and an associated set of rules defining a possible decision space, a decision-making process tree, an information set, an outcome function, and a payoff function for each player;

b) a script translator module for translating the player definitions into codified scripts, wherein the codified scripts define at least one simulation stage; and

c) a simulation module for executing the codified scripts, wherein a result of the outcome and payoff functions at the end of execution of the at least one simulation stage determines the economic impact of the business policies.

11. (Original) The apparatus of claim 10 wherein the players are exclusively human.

12. (Original) The apparatus of claim 10 wherein the players comprise a combination of human and automated players.

13. (Previously Presented) The apparatus of claim 10 further comprising:

d) a calibration module providing calibration data for the defined players based on historical information, wherein the scripts are generated in accordance with the player definitions and the calibration data.

14. (Previously Presented) The apparatus of claim 10 further comprising:

d) a scenario database providing a plurality of scenarios defining variations on the set of rules associated with one or more players, wherein the script translator module generates scripts corresponding to the player definition variations.

15. (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during execution.

16. (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety before execution.

17. (Previously Presented) The apparatus of claim 10 wherein the set of rules associated with at least one player defines at least one business policy from the group comprising: advertising policy, sales policy, returns policy, rebate policy, and minimum advertised price policy.

18. (Currently Amended) A computer-implemented method ~~executed by a computer~~ of predicting a behavioral outcome resulting from a business rule, comprising the computer executing the steps of:

a) defining at least one player, business rules, and an environment that defines actions that the player can take in accordance with the business rules;

b) translating the definitions into a codified script; and

c) determining a behavioral outcome resulting from player-selected actions during execution of the codified script.

19. (Original) The method of claim 18 wherein the behavioral outcome includes an economic state of each player.

20. (Previously Presented) The method of claim 18 further comprising the step of:

d) executing variations of the codified script.

21. (Previously Presented) The method of claim 18, further comprising:

receiving historical data and producing calibration data based on the historical data,

wherein the codified script is translated from the definitions and the calibration data.

22. (Previously Presented) The apparatus of claim 10, wherein in response to modification of the set of rules for one or more players, the script translator re-translates the player definitions into modified scripts, and the simulation module is for executing the modified scripts.

23. (Previously Presented) The method of claim 18, further comprising:

modifying the definitions;

translating the modified definitions into a modified script; and

determining another behavioral outcome resulting from player-selected actions during execution of the modified script.